

CLOSING DATE IS
30 APRIL 2009

Diversification Farmer of the Year

Diversification has become a key part of many farm businesses. This award seeks to champion those farmers and farm managers who have developed, or are developing, a diversified business to complement their existing farm enterprise.

Complete your contact and business details on this form – and attach your achievements and plans for the following 5 areas. Then send them to Farmers Weekly at the address below.



James Miles-Hobbs
Rural Development Associates

sponsored by James Miles-Hobbs

CONTACT DETAILS

Name _____

Address _____

Postcode _____

Telephone (land line and mobile) _____

Email _____

BUSINESS DETAILS

Type of farm enterprise (incl turnover/profit) _____

Diversified Business (incl turnover/profit) _____

Farm size _____

WHEN COMPILING YOUR ENTRY, PLEASE IDENTIFY YOUR ACHIEVEMENTS IN THE FOLLOWING FIVE AREAS

- 1. Business.** Describe how your diversified business has grown and how it complements your core farm business.
- 2. Technical.** Please outline the key processes you have put in place to ensure your business runs smoothly and profitably.
- 3. Marketing.** Please explain your marketing policy, providing evidence of customer research and your marketing vision.
- 4. Social responsibility .** Describe what you have done to minimise the environmental impact of your new business, or how you have created a more environmentally sustainable enterprise. Outline how your business works within its natural environment, including evidence of protecting natural resources, aiding biodiversity, meeting legislative requirements and engaging with the local community.
- 5. Leadership.** How will the farm and your diversified business evolve alongside each other in the coming years?

Send your entry to Farmers Weekly Awards, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to marion.phillips@rbi.co.uk by 30 April 2009



THE PROCESS

How do I enter?

1. Complete the entry form with your name, address and basic farm facts
2. Answer the questions in the five key areas outlined above
3. Forward evidence supporting your answers, e.g. business plans, accounts, environmental/biodiversity audits/research etc
4. Send your entry to Farmers Weekly Awards, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to marion.phillips@rbi.co.uk by 30 April 2009

How am I judged?

1. All entries will be judged on the above criteria
2. A shortlist of three entries will be selected from each category
3. The short-list will be visited by a panel of judges during June and July. This visit will take a minimum of 3 hours.
4. A winner for each category will be selected after the on-farm judging visits and the winner's name will be revealed at the Awards Night on 8th October 2009
5. The overall winner will be selected from the category winners by a panel of judges, including FW Editor Jane King, NFU Dir Gen Richard MacDonald and Sir Don Curry.

What are the rules?

1. The entrant and partner should be available to attend the Awards Night on 8th October 2009 at the London Grosvenor House
2. The judges will need to meet the person, or persons, named on the entry form during the farm judging visits which will take place during June and July
3. The finalists' stories, and their photographs, will appear in Farmers Weekly and its related products as well as local and national press
4. The winner receiving their trophy should be the person(s) named on the entry form

Data protection

By registering your details you indicate your consent for us to email you information about selected products, events and services from the FW Group, our parent company, our affiliated companies and from carefully chosen third parties unless you object to receiving such messages by ticking the boxes below: I do not want to receive other emails from:

- FW Group Parent Company
 Third Parties Affiliated Companies